

Candy Bar Gazebo

Issue 15, Summer, 1987

A Treat To Read



WITCH CITY
CHOCOLATE COVERED
TOASTED
COCONUT
BALLS
5¢

WITCH CITY CANDY CO..
SALEM, MASS.

WITCH CITY CANDY COMPANY

Salem, Massachusetts, has a rich heritage. It was at the Salem Custom House that Nathaniel Hawthorne wrote his novel, The Scarlet Letter. Salem also contains The House of Seven Gables, which is said to have been the setting for his novel of the same name.

Of course Salem is best remembered for its bout with witches. It was back in 1692 when there was an outbursts of witch persecution in Salem and Salem Village (now Danvers, Massachusetts). The outburst lasted eight months and about 20 persons were put to death. Witches have consequently remained as

symbols for the city in many ways.

Back in 1941, a candy company was started on Derby Street in Salem by a Greek family. That year wasn't a good one for starting up a candy company, because World War II got started, so there was a shortage of candy supplies. And Witch City Candy Company was especially hard hit as one of the top ingredients of their candy bars was coconut. During the war years the coconut supply was limited because shipping via freighter wasn't always dependable.

One of the bars produced by Witch City was the Toasted Cocoanut Ball, and another was Jumbo Cocoanut Cakes. Back in the 1940s the word Coconut was still spelled with the addition of the letter "a."

It is known that the company then moved to Essex Street in Salem where the family had a cafe/store in the front, the candy being made at the rear of the establishment. It isn't known how long the company remained solvent, as it's just a memory now. The photo of the box on the preceding page date back to 1941, and the Salem witch symbol is evident in two corners of the box cover.

Today there are three active candy companies in Salem. Harbor Sweets and Salem Old-Fashioned Candies are two of them. The third is Ye Olde Pepper Company, that claims to be the oldest candy company in America, making Gibralters, first introduced in North America in 1806.

The old-time bad witches are now gone from Salem as is the candy company that carried a witch symbol as a logo. But the town of Salem still lives on with so-called white witches to carry on the witch tradition. White witches are supposed to be good witches, whatever that's supposed to mean.

Jacobs Suchard, The Swiss food giant, has won a takeover battle from its Swiss rival, Nestlé S.A., for control of Belgium's leading chocolate maker, Cote d'Or. The Belgian company announced that it was accepting the offer of Jacobs Suchard. Jacobs Suchard recently got control of the E.J. Brach of Chicago.

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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of \$15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$4.50 each.

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CANDY BAR GAZEBO EDITORIAL

Chocolate Chili with the Hots

The first time I was introduced to chili with chocolate was at the Chocolate Binge held at Mohonk Mountain House in New Paltz, New York, a few years ago. The chocolate that was used was Nestle bittersweet chocolate, I believe. And the combination of sweet with the chili made my taste buds tingle. The chocolate imparted a flavor, but it was not overpowering.

Now one of the great eating experiences in the world is eating chili, the hotter the better. Now that Mohonk chili was just tingly, nice, but not really quite hot enough to satisfy my craving for the hots. So I decided to experiment with my own chili.

There are thousands upon thousands of variations of chili recipes, and each is claimed to be the best. The ingredients differ slightly from recipe to recipe.

I have a simple rule. Whatever taste good is right for you. Chili is an American invention, so if you're an American you have that right to decide what tastes good to you. So don't let the so-called experts tell you what's supposed to be real and good. You're the boss, right?

Now there are the purists who consider it a sacrilege not to start from scratch. But I'm of the opinion that I'd rather save all that time for the eating of it, so go for good ingredients that can be assembled in about 1½ hours.

For the chili mix I make use of a package of ingredients that's just right - Wick Fowler's 2-Alarm Chili, packaged in Austin, Texas, from the formula Wick Fowler used at the World Chili Cook-Off event held at Terlingua, Texas. The mix can be purchased at many specialty food stores throughout the country.

The directions are on the back of the package and easy to follow. I follow all steps except the first one that deals with the meat to be used. I prefer a good grade of hamburger, so that's what I use instead of diced meat about the size of sugar cubes.

While the meat is being prepared in a pan, I go ahead and begin fixing the various ingredients in another pan. While it's simmering, the meat is ready for transfer. I pour off the fat, then add the meat to the mixture. The combination of spices, etc., is allowed to simmer some more.

Now's the time to add the chocolate. Use about two ounces of chocolate. If already in bite-size morsels, fine. Otherwise chop up. Then drop the chocolate into the simmering pan.

Chili isn't chili unless it contains beans, red beans. Lots of so-called experts disagree, but I'm the expert as to what I like, so beans are definitely on the list of ingredients. Suit yourself, however.

I start off with two cups of dried red (kidney) beans. I pour the beans into an already boiling pan of water. The pan is covered and allowed to continue at a low boil for about an hour.

At the end of the hour sample a bean or two to see if the texture is now to your liking. If it's not, give more time for boiling. Make sure there's enough water in the pan to cover the beans. (concluded next page)

Editorial, concluded

Pour off the water in which the beans were boiled. Then rinse the beans several times until the run-off is clear. When that stage is reached, add the pan of beans to the simmering chili. Turn up the heat to a medium boil.

Continue under heat for approximately another 20 minutes, stirring every few minutes. Sample every so often.

When finished you've created a masterpiece, chocolate chili with the hots! The whole process takes just about $1\frac{1}{2}$ hours. And you've created what I consider to be the best chili in the world. And you've made use of chocolate, too!

CHOCOLATE IN THE U.S.A.

The United States Food and Drug Administration has set standards of identity for labeling chocolate and chocolate products. That's to establish what is chocolate, chocolate flavor, cocoa, and artificial chocolate.

Chocolate - The candy bar label indicates the product contains chocolate liquor. That is the liquidified mass that results when roasted cocoa nibs are ground. Chocolate liquor is more than 50 percent cocoa butter - the only fat legally used in chocolate. Cocoa butter adds to the creamy texture and extends chocolate's shelf life since it rarely becomes rancid. In Europe cocoa butter is sometimes made up into bars and sold as white chocolate. Such labeling is not allowed in the United States because there is no chocolate in cocoa butter.

Chocolate Flavor, or Chocolate Flavored - Such labeled products mean the product contains less chocolate liquor than the FDA's specified amount, or none at all. Chocolate flavored products often combine cocoa with palm kernal, coconut, or soybean oil, or other vegetable fat, instead of, or in addition to, cocoa butter. (Sometimes called confectioner's coating.)

Cocoa - all products labeled "cocoa" are made with the pulverized residue of ground cocoa nibs when part of the cocoa butter has been removed. The FDA permits cocoa powders to contain any flavoring that doesn't imitate chocolate.

Artificial Chocolate - such labeled products contain artificial chocolate flavoring. Diet carbonated beverages are the most frequent users of this labeling.

JOKE CORNER

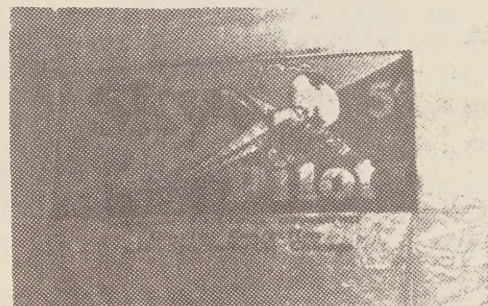
Sam says, "I never knew my wife was nearsighted until I took a look at The Pill she was taking each day - an M&M!"

If you don't think rabbits multiply, last Easter I gave my kid two chocolate bunnies. And the very next day they had 42 M&Ms.

ROMANCE OF THE AIR

The American romance with airplanes started with the fighters of World War I. Then planes took over as a part of the kids world when every kid wanted to be a reckless pilot of a plane. The romance spilled over into the candy bar field. And when Charles Lindberg made his historic flight, one-way to Paris in 1927, bars began appearing out of the woodwork to capitalize on this craze. Several bars zeroed in on the Lindy name. There was the Lindy Bar, put out by Lion Specialty Co. of Chicago. Blackhawk Candy Co. of Davenport, Iowa, came out with Lindy's Lunch, And Wachel of Kaukauna, Wisconsin, came out with Flying Lindy. Chas. N. Miller of Boston, MA, turned out a 1¢ bar in the early 1930s called Pilot's Pal. Other bars: Around the World with Smithy, George Ziegler Co. of Milwaukee; Sky Pilot, Lion Specialty of Chicago. Most of these bars were only moderately good sellers.

(Top photo, Broekel Collection; bottom right photo courtesy of The Confectioner; all others from the Wartner Collection.)



INDUSTRY NEWS

The last of the large-scale Belgian chocolatiers to still be owned by Belgians came to a close when Cote d'Or was sold to Jacobs Suchard. That brings to an end local control of Belgium's legendary chocolate industry.

The sale of the Kimbell Candy Company was finalized late in 1986. The 91-year-old company will continue operations under the ownership of William S. Bradfield. Kimbell Candy Company began operations in 1895 under the name of Pooley Candy Company. It was acquired by the Kimbell family in 1919. Kimbell is best known for its coconut specialties.

Late in 1986, Godiva Chocolatier, a subsidiary of the Campbell Soup Company, announced the introduction of a new line of premium-styled candies labelled Barringers. The line of candies, which will be produced in the United States, will retail for about \$14 a pound. This is considerably higher than most other U.S. mass-market boxed chocolates. The new Godiva offerings will be available only in department and specialty stores.

Cadbury Schweppes has agreed to sell its Canadian chocolate business to George Weston Ltd. Weston's subsidiary, The William Neilson Co., will make and sell various Cadbury products.

Jacobs Suchard will market its various brands under the combined Jacobs Suchard Brach Incorporated headquarters in the United States. Products affected will be Brach, Andes, Suchard, Tobler, and Van Houten items.

Sunmark Inc. was purchased by Rowntree-Mackintosh last year, but continues to operate as a free-standing unit of the parent company.

The Rademaker brand name will be used for a new range of chocolate products to be sold by Droste U.S.A.

General Foods Corporation produced a molded chocolate bar weighing over 400 pounds to honor the 51 state and national winners in this year's National 4-H Food-Nutrition Program. GFC owns the Baker's Chocolate Company whose name appeared on the bar.

The 1987 ISM confectionery trade show, January 25-29, 1987, was a huge success. This is the largest confectionery trade show in the world and drew about 880 firms displaying their products. The show, held in Cologne, Germany, drew exhibitors from 33 countries outside Germany. The Netherlands had the most firms, 107.

The Schrafft name is back! Allan Schnapp, among others, is among the candy people who have been hired by Shaffer, Clarke, and Co. to resurrect the brand name. First products will be boxed chocolates made in Europe at the chocolate factory there. The company has also acquired Trebor USA.

"Land of the Candy Bar" appeared in the October/November, 1986, issue of American Heritage. A reprint of that article appeared under the title, "Candy Land," in the December, 1986, issue of Eastern Review.

The Des Moines, Iowa, Home and Garden Show had 40,000+ in attendance. Sessions on candy bars and chocolate were held before over 1,000 people at eleven sessions. Samples were provided by Pearson, Andes, Nestlé, Heath, Wayne, Luden's, Callebaut, and Ferrero. The show was held in February. The Minneapolis Home and Garden Show held in Minnesota, was held in March and had over 100,000 in attendance. Fourteen sessions were attended by over 1,500 people. Samples for this show were provided by Ghirardelli, Fannie May, Guittard, Pearson, Andes, Nestlé, Heath, Wayne, Luden's, Callebaut, and Ferrero. Both shows were real hits as far as candy bars and chocolate goes.

LETTERS FROM READERS

Stanislav Kramsky, Prague, Czechoslovakia, sent along some wrapprs that again show the American influence on the marketplace. The Fever bar is from Panda of Finland. The Fever bar has a hazelnut cream filling and a milk chocolate outside. Kramsky also sent along a booklet on chocolate produced in Holland. In the booklet it says that the first wrapped bar of chocolate in Europe was sold in 1907. It was the Manoeuvre bar made by Kwatta of Holland. This was the bar with the soldier emblem on the wrapper. The booklet also attributed the American candy bar pretty much to Frank Mars. Guess the Dutch really don't know much about American candy bar history.

Harry Levene, London, writes that he thinks the Elana chocolate bar made in Austria for sale in the United States could perhaps be made by the Benzdorp Company of Austria. He sent along a Benzdorp Grosse Gold Wrapper, a milk chocolate bar made with hazelnuts. He also sent along a South African Nestlé bar, milk chocolate, almonds, and nougat. And finally he sent along a Ja bar wrapper made by Lebensmittellevertriebs-GmbH, Cologne, Germany. If you didn't already know it, Ja means Yes in German. The milk chocolate bar contains nuts of some sort, but the wrapper doesn't divulge what the nuts are.

Dr. Jim Eddy, a practologist who spends his time on operations between New York City and Boston, is a chocolate fancier. He reports that Frey (Swiss made) is by far the best in terms of both taste and good buys in the United States. Jim prefers dark chocolate and whenever he finds Frey products he stocks up on them. He's found them in several locations on Long Island. He's never out of Frey bars if he can help it. (continued on next page)

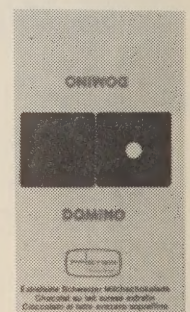
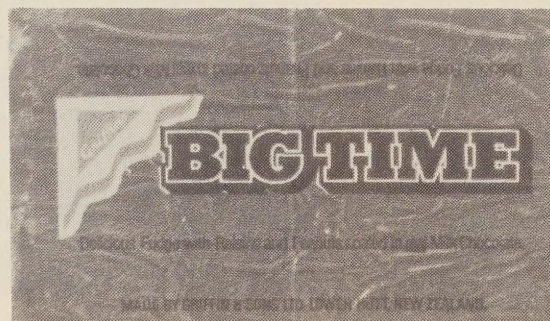
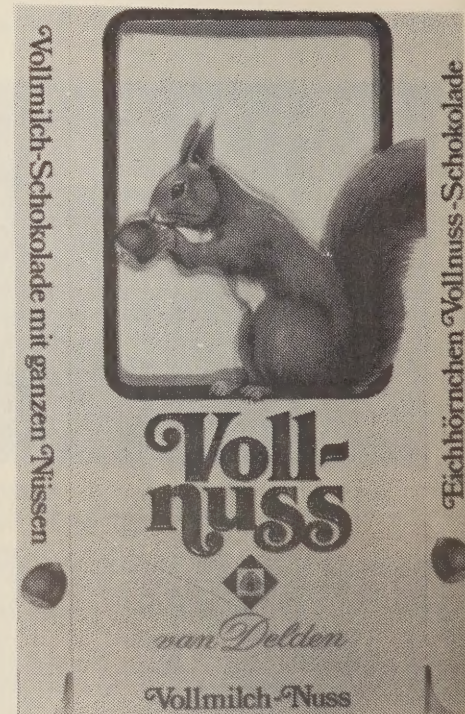
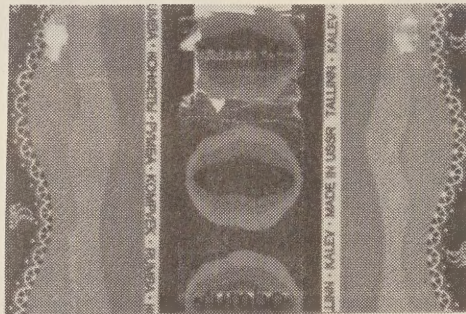


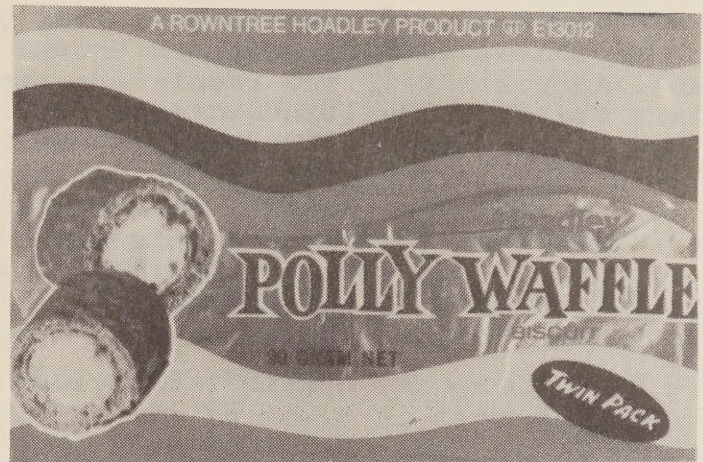
LETTERS FROM READERS (continued)

Levene also sent along a wrapper made in Switzerland by Frey. Harry goes on to say that Frey is under contract to Migros, a large Swiss cooperative chain who has the biggest percentage of the food trade in Switzerland. Formerly Frey bars were only sold in the company stores, all 504 of them. It is only in the last few years that Frey bars have been sold in the United States. And it is also just recently that Frey bars have appeared in England, not being sold under the Frey name, but being sold by Marks and Spencers under the St. Michael brand name. Harry goes on to say that Frey made bars are the best value bars in Switzerland.

Levene also sent along one of the latest Frey wrappers from Switzerland, the Farmer Milk Chocolate Bar. He also sent along a Feodora chocolate bar made in Germany for Holiday Inn of Germany. From Storck of Germany comes the Squirrel Hazelnut Milk Chocolate Bar. And from Pfister of Switzerland, which Levene says is the fastest growing company in that country, come two Domino Milk Chocolate wrappers. Harry also sent along a Big Time wrapper from Griffin & Sons, Ltd., Lower Hutt, New Zealand; a Rumba wrapper from Russia, and a Rowntree Hoadley wrapper of the Polly Waffle bar from Australia.

Josef Feitl, a friend of Stanislav Kramsky, has perhaps the largest collection of memorabilia on the history of chocolate in Czechoslovakia. Feitl has about 30,000 chocolate wrappers, many advertising pieces and books, and hundreds of old chocolate boxes. His collection makes into a small museum on the history of chocolate.





THE HAPPINESS BOYS

Back in 1926 when Billy Jones and Ernie Hare were known as "The Happiness Boys," on the radio (they later became known as the Tastyest Jesters), they used a jingle for the Happiness Candy Company. The American Advertising Museum, located in Portland, Oregon, has a tape of Billy and Ernie singing several verses of that jingle. The first verse of the song is reproduced below, courtesy of the museum. The recording dates back to 1927.

Talk of happiness, real true happiness
 Do you know what it means?
 Some people say it's well
 While others say it's hell
 But there's happiness, just one happiness
 I've been longing to find
 Will you paint a picture
 The kind you have in mind
 Think of just a little town
 When the evening sun goes down
 That's my hap hap happiness
 Think of just a bungalow
 Where the morning glories grow
 Is that your hap hap happiness?
 Don't hesitate or wait
 Just open the gate
 And walk in with me
 Look around and oh what a home sweet home
 You will see
 Think of someone if you can
 Saying, "Da Da, here I am."
 That's my happiness

Billy and Ernie sang alternate verse paragraphs as the tune unfolded, and the lyrics came out not as corny as they read above.

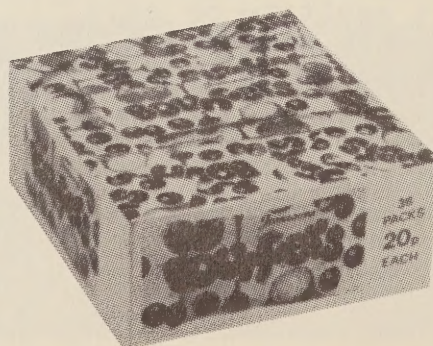
THE LATEST FROM EUROPE

One of the faster growing chocolate companies in Europe is Poulain of France. Poulain is France's leading chocolate house and has a new 30,000 square meter factory on the outskirts of Blois in the Loire Valley. Around 125 years old, Poulain welcomes around 60,000 visitors a year to tour the plant. Approximately 800 people are employed. Poulain blankets France in sales, and has established a sales link in England, and owns Fanny Farmer in the United States. The Poulain Super Rocher is one of its better sellers. It is a top quality milk chocolate bar with a hazelnut and praline center. It is available for sale in the United States and is a super tasting product. More than 32,000 bars of chocolate are produced and wrapped in one hour at each individual production line in the Poulain factory. And in addition to manufacturing chocolate bars under its own name, Poulain has also established a reputation as a supplier of private label bars.

Lovells of Newport, England, best selling bars is the Milky Lunch bar. But creeping up fast in terms of sales is the Coffee Whip Bar. Two other Lovells items are the Milky Whip bar and the Johnson Nut Cluster bar. Lovells was started in Newport in 1884 by George Frederick Lovell.

Stewart & Arnold, Caxton Group of England, features two new products, Choco-Block Fun-Time Milk Chocolate, and Orange Milk Chocolate Bars. These two items join Crunch and Fudge bars on the Stewart production line.

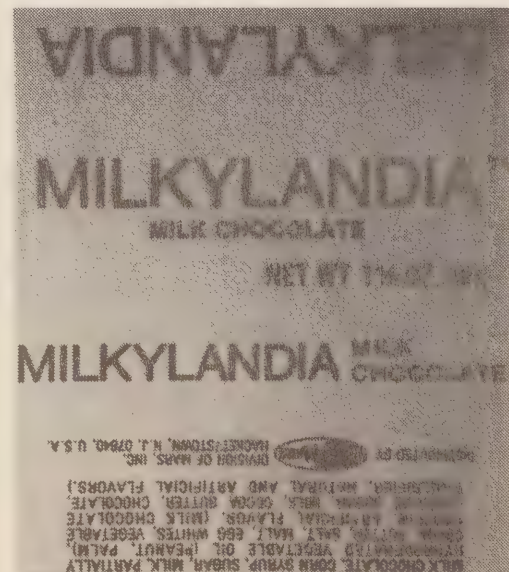
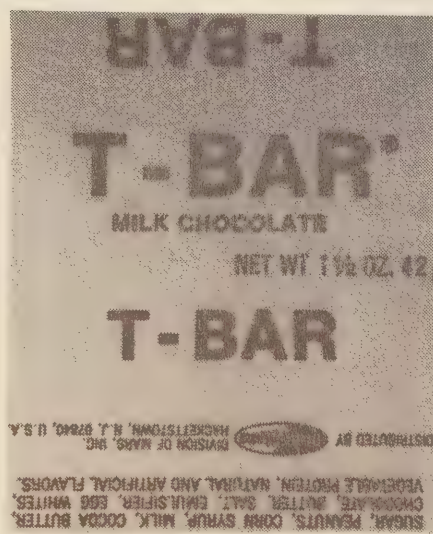
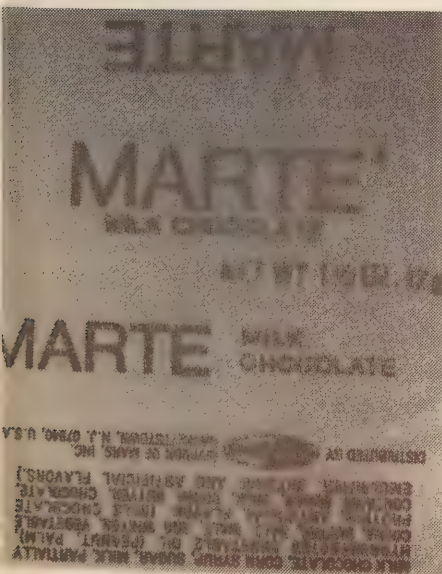
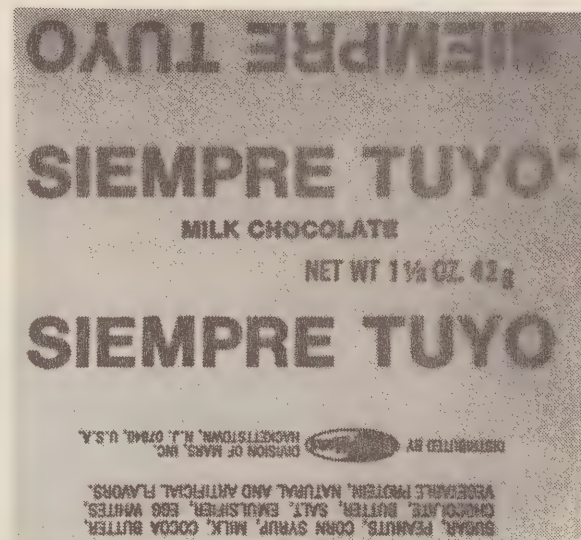
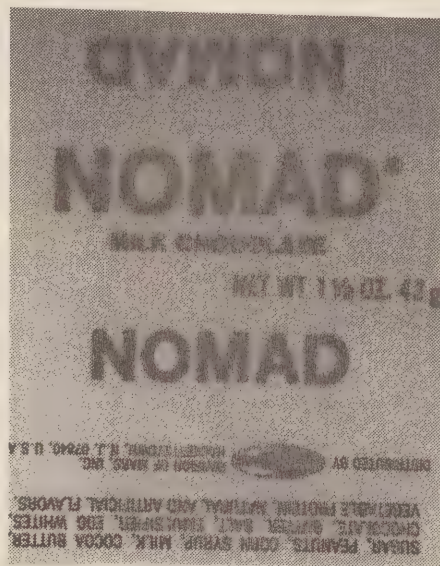
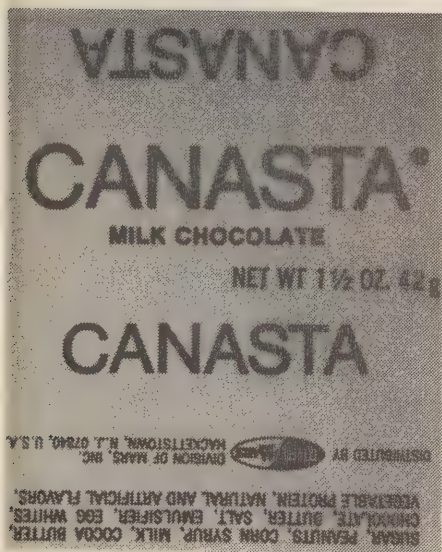
Jamesons Chocolates of the United Kingdom is one of the few remaining independent chocolate manufacturers in the U.K. Jamesons is best known for its Ruffle Bar, but has recently introduced Bouncers, a candy made with coconut and raspberry juice.

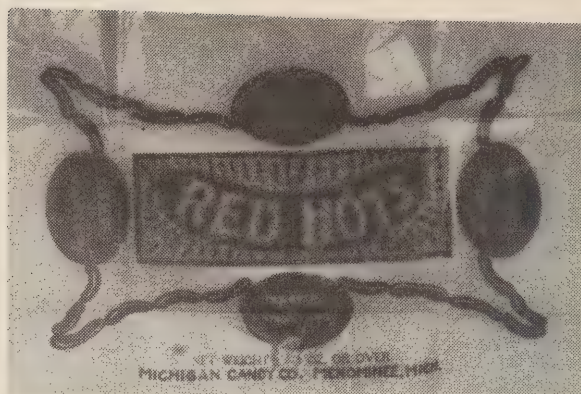
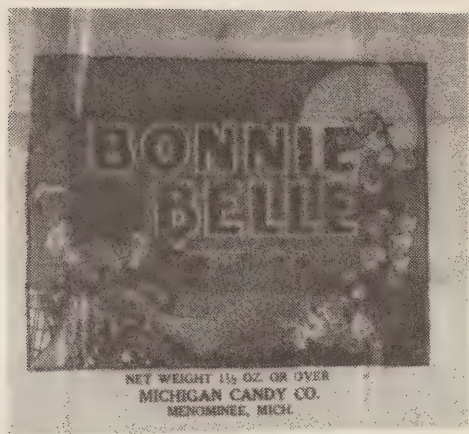


SIEMPRE TUYO

Remember the Forever Yours bar? It was made briefly for the Spanish speaking market in the early 1970s by Mars, Inc. Known as the Siempre Tuyo, the bar was marketed in Mexico, while the labels were printed in the United States.

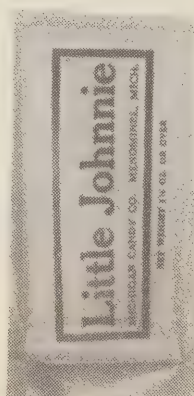
Also produced was the Marte Bar (Mars Bar) and the Milkylandia (Milky Way). Also produced were the T-Bar and Nomad Bar. All the labels were a simple black print on a white wrapper, and the ingredients were listed in English, not Spanish. The effort was a noble one, but it didn't work out profitably for Mars. The wrappers are shown courtesy of Milprint of Milwaukee.





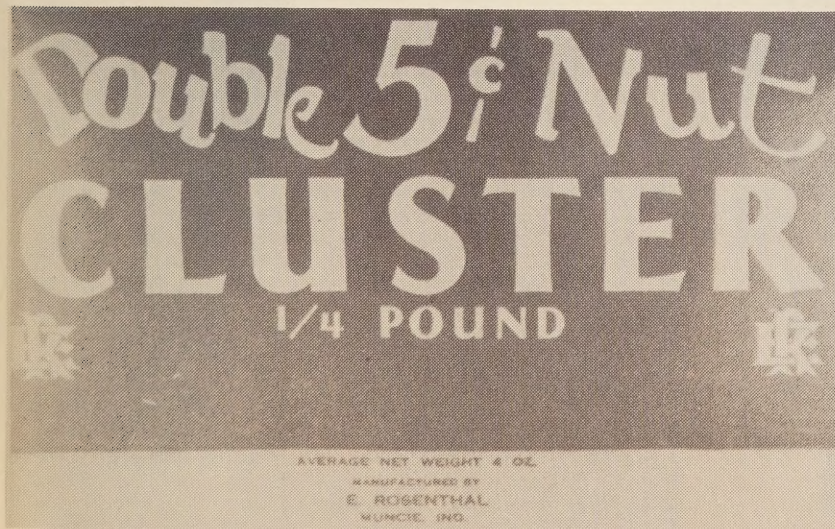
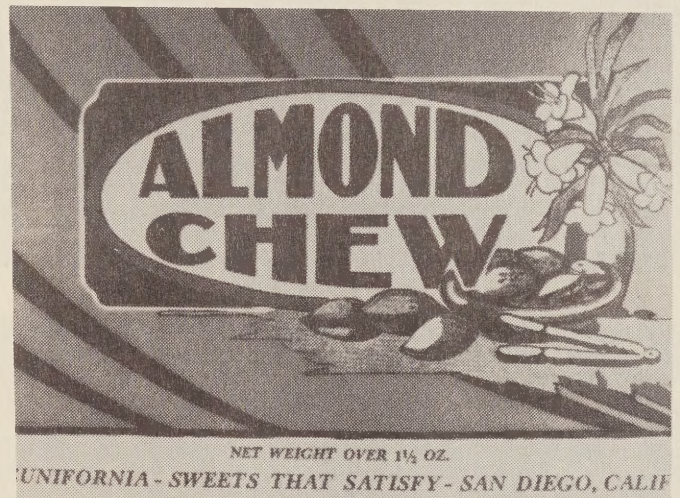
THE MICHIGAN CANDY CO.

The Michigan Candy Co. was located in Menominee, Michigan, in the 1920s. Menominee is in that part of Michigan that borders the state of Wisconsin. The company was quite active in the 1920s, producing a number of candy bars. Bonnie Belle, Red Hots, Big Billy, Little Johnnie, Mellow Crisp Quartet, Rotary, and High Jinks were some of the bars. The Michigan Candy Company disappeared from the scene many years ago. What happened to the company isn't known. (The bottom two wrappers on this page are from the Bitterman Collection. All other wrappers are from the Wartner Collection.)



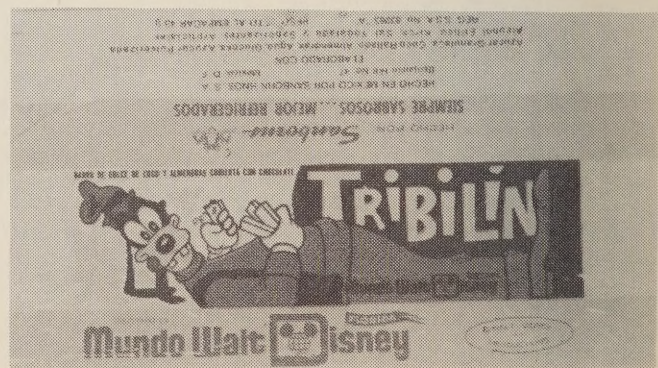
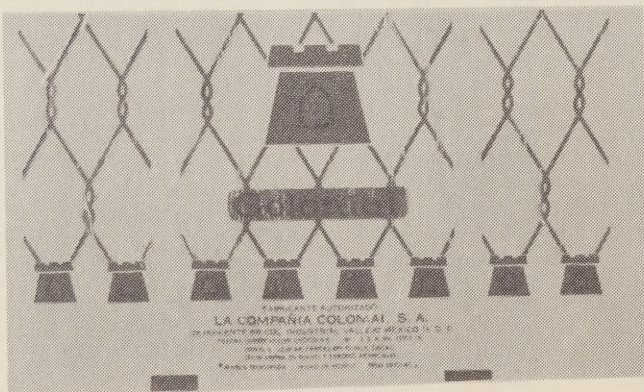
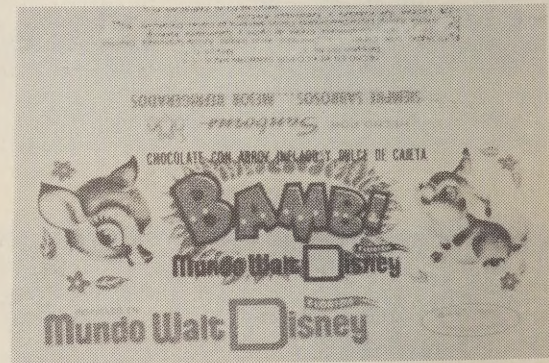
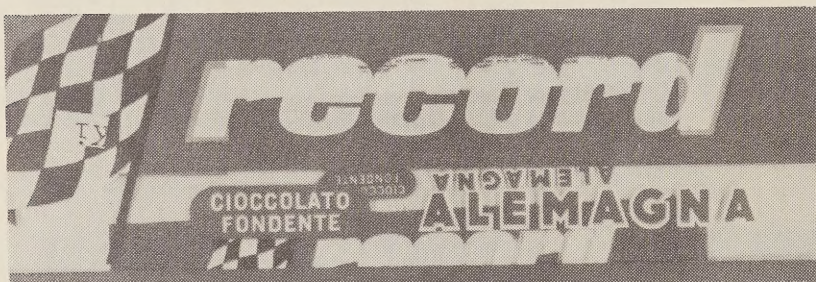
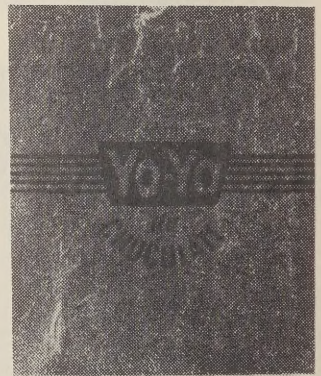
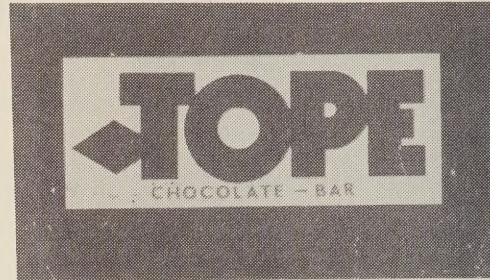
MEMORIES OF THE 1920s and 1930s

Gone forever are the candy companies shown. The Tallen Candy Co. of Moberly, Missouri, issued the Old Owl Bar. They also made Polar Wave, SkeeziX, and Choc. Sundae. In Chicago the Sweet Maid Candy Co. made its Sweet Maid Cashew Nut Roll. Out in San Diego, California, the Suniformia Company produced Almond Chew and the Fox Hunter's Bar. Nothing is known about the latter bar except that it was copyrighted by Walter Kofeldt and Edwina Carroll Kenney. Also out in California, the Sequoia Candy Co. issued its Caramel Chew that sold for 1¢. And finally, out in Muncie, Indiana, the E. Rosenthal company produced its Double 5¢ Nut Cluster, a 1/4 pound bar, a good buy for the times. (Wrappers courtesy A. Bitterman.)



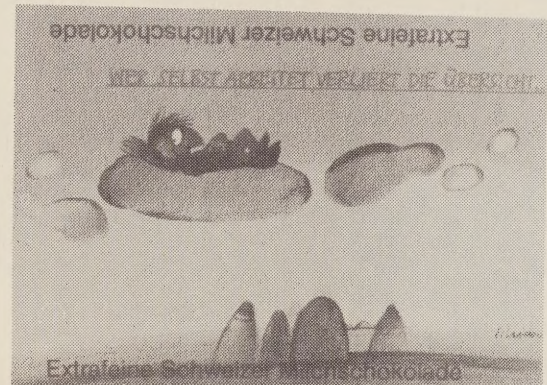
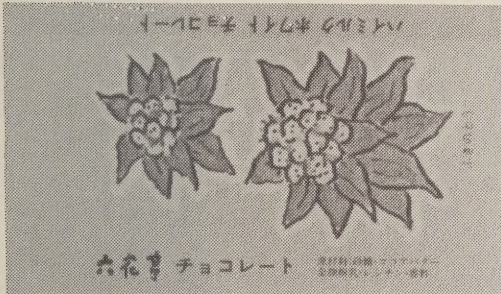
QUICKIE FOREIGN TRIP

This quickie foreign survey is taken courtesy of Harry Levene of London. First stop is Portugal, where the King bar is made by Favorita of Lisbon as is the Tope bar made of milk chocolate. From Sweden we find Marabou's Rapid bar, milk chocolate with puffed rice, and the Cox bar. The Yo-Yo bar is from Spain. Alemagna of Milan, Italy has its Record bar. And it's off to Mexico for the Colonial bar, La Compania Colonial, S.A., in Vallejo. Through Walt Disney license come the Bambi Bar and the Tribilin Bar, from Sanborn, also of Mexico. (Concluded next page)



Quickie Foreign Trip (concluded)

The Japanese wrapper shown is made by the Rokubanatei Chocolate Company, considered to be one of the better Japanese confectioners. A British Aero bar, sold at 69p, is illustrated. And Switzerland is represented by the Kurt Pfister AG Company, with several wrappers of milk chocolate bars. These Pfister wrappers carry a humorous message in German that doesn't come across well when you try to translate it. But if you understand German the messages do come across. Also shown is the Pfister Bon wrapper. This is supposed to be a rather fine milk chocolate bar.



BARS, BARS, BARS, BARS, BARS



Poulain of France, available in the United States, has a Super Rocher small bar that's excellent. The center is a hazelnut chocolate cream. The outside is milk chocolate - a fine tasting bar.

Like is made by Dalco in Italy. Individually wrapped licorice pastilles come in the box. It is okay if you like licorice products, and is found in gourmet stores.

Pearson Candy Co., St. Paul, Minnesota, has several new products on the market. A giant-size Pearson Nut Roll is out. Also new is the Chocolate Nut Roll, Giant Size, and the Pearson's Mints package which contains two patties. As usual, these Pearson products are good tasting items.

Hershey has come out with a bigger version of its Milk Chocolate bar. And Planters new Sweet-N-Crunchy bar came out with an item that sells for 25¢ to get customers to try the bar.

Another one of the Swiss Frey bars available for sale in the United States is the Frenora bar, milk chocolate with hazelnut filling with krokant. As usual with Frey products, it is a best buy.

